**Rep Order**# 6852462 **Ver**# 4 **Status** Returned **Traffic Order**# 106602 **EC'd** Yes

**Printed:** 10/05/2012 3:57 PM **Last Received:** 09/17/2012 3:35 PM

**Showing Buylines:** All Lines

Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) .JOE HECK 4 CONGRESS

**Product** JOE HECK 4 CONGRESS

Estimate# 2690

**Buyer** KEGAN BERAN

Phone# Fax# Agency ( ) STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP DELAWARE, OH 43015

**Agency C/P1/P2/E** //2690

Flight Dates 09/17/2012 - 09/30/2012

**Hiatus Weeks** 

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

1 of 3

**Salesperson Phone**# 215-568-6540 **Salesperson FAX**# 215-568-1845

# --- CONTRACT COMMENT ---

JOE HECK D3 SC=\*

## --- REMARKS ---

PLEASE SEE BELOW. THANKS1

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TH Buyl	6A-7A ine Comment	: NEWS	:30	\$450.00	09/17-09/27	4	2	8	\$3,600.00	
	2	M-F Buyl	7A-9A ine Comment	: TODAY SHOW	:30	\$550.00	09/17-09/28	5	2	10	\$5,500.00	
	3	M-F Buyl	5P-630P ine Comment	: NEWS	:30	\$725.00	09/17-09/28	5	2	10	\$7,250.00	
	4	M,W,F Buyl	7P-730P ine Comment	: WHEEL	:30	\$725.00	09/17-09/28	3	2	6	\$4,350.00	
	5	M-F Buyl	730P-8P ine Comment	: FACE TO FACE	:30	\$400.00	09/17-09/28	5	2	10	\$4,000.00	
	6	M-TH Buyl	11P-1135I		:30	\$750.00	09/17-09/27	4	2	8	\$6,000.00	
	*7	_	11P-1135I ine Comment Remark: V		:30 OVERSOLD	\$750.00 FP	09/22-09/30	2	2	4	\$3,000.00	
	*8	_		: SAT TODAY V4 1X NA 9/29 DT GOLF	:30	\$225.00	09/22-09/29	1	2	2	\$450.00	

 Rep Order#
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 2 of
 3

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**Showing Buylines:** All Lines

KSNV-TV LAS VEGAS, NV. Rep Firm Station Agency ) STRATEGIC MEDIA PLACEMENT Advertiser ) JOE HECK 4 CONGRESS 7669 STAGERS LOOP Sales Office ( ) PHILADELPHIA **Product** JOE HECK 4 CONGRESS DELAWARE, OH 43015 ) AMY MCCREARY Salesperson ( 2690 Agency C/P1/P2/E Estimate# //2690 KEGAN BERAN Flight Dates 09/17/2012 - 09/30/2012 **Buver** Salesperson Phone# 215-568-6540 **Hiatus Weeks** Phone# Salesperson FAX# 215-568-1845 Fax# LTSpots/Week # of Total Cost Program Len Rate Dates Ln Day Time Total Daypart Weeks Spots ----\*9 2 2 SU 7A-8A :30 \$200.00 09/23-09/30 1 \$400.00 Buyline Comment: SUN TODAY Station Remark: V4 1X NA 9/23, 1X NA 9/30 DT RATE/OVERSOLD TP 5P-630P :30 \$225.00 09/23-09/30 0 0 0 \$0.00 10 SU Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 12] 12 W-F3P-4P :30 \$450.00 09/19-09/21 1 1 1 \$450.00 Buyline Comment: PHIL [MKGD FOR SPOTS MISSED ON LN #10: 9/23(1/WK) 9/30(1/WK)] 11 :30 09/28-09/28 1 F 10P-11P \$1,400.00 1 1 \$1,400.00 Buyline Comment: DATELINE

### ---REPORT TOTALS---

Report Totals: 62 / \$36,400.00

#### ---SALES MONTHLY TOTALS---

Sep 12: 62 / \$36,400.00
Sales Totals: 62 / \$36,400.00
Station Totals: 62 / \$36,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$121,333 CATV 0 응 KBLR 0 응 KINC 0% KLAS 30% KSNV 30% KTNV 30% KTUD 0 % KVCW 0 % KVMY 0 % KVVU 10%

XXXX 0%

### --- COMPETITIVE COMMENTS---

SHARES ESTIMATED

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Station KSNV-TV LAS VEGAS, NV.

**Advertiser** ( ) JOE HECK 4 CONGRESS **Product** JOE HECK 4 CONGRESS

Estimate# 2690

**Buyer** KEGAN BERAN

Phone# Fax#

Books NOV12 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

**Agency** ( ) STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP DELAWARE, OH 43015

**Agency C/P1/P2/E** //2690

Flight Dates 09/17/2012 - 09/30/2012

**Hiatus Weeks** 

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

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**Salesperson Phone**# 215-568-6540 **Salesperson FAX**# 215-568-1845